Together, Aspect and Voxeo enable you to deliver remarkable, omni-channel customer experiences – self-service or agent-assisted, in the cloud or on-premise. Wherever you’re looking to remove communication and workflow barriers or automate business processes and increase productivity, our solutions will enable you to build on your existing customer contact, workforce optimisation and enterprise technology investments. This flexible, forward-focused design approach delivers exceptional customer experiences. From the first 100% IVR uptime guarantee to the first “design once, deploy anywhere” architecture for multichannel customer self-service, we continue to lead the self-service industry with our technology firsts.

Mobile technologies are rapidly changing customer behaviour and preference. Convenient, on-demand access to information – your customers don’t just want it, they expect it. Speech and touchtone driven self-service phone portals are commonplace, but few companies have evolved their communications and support strategies to capitalise on the widespread adoption of text-based channels and smart mobile devices. The dilemma is that the majority of existing phone self-service, or Interactive Voice Response (IVR), systems are incapable of meeting the expectations of mobile customers and their shifting communication preferences.

We make it easy for companies to leverage the functionality and ubiquity of mobile devices to enhance and optimise customer service. We simplify the adoption of SMS, mobile web, smartphone apps and social networks as customer service channels with the industry’s only “design once, deploy anywhere” solution.

Rethink your IVR and self-service strategies to improve the customer experience and reduce contact centre agent costs with convenient, feature-rich multichannel self-service options including mobile.

Key Differentiators

- **Design Once – Deploy Anywhere Architecture**
  - CXP’S design once, deploy anywhere architecture uniquely enables one application to be deployed across multiple customer contact channels

- **Multi-channel Self-Service**
  - Supported channels include IVR, text (IM, SMS, USSD), mobile web, video, social networks like Twitter and Smartphone applications

- **Group Level and 1:1 Personalisation for a Better Customer Experience**
  - Powered by built-in integration to popular CRM systems, CXP enables dynamic self-service across multiple channels and languages based on customer types, values, preferences, transaction histories and more

- **Integrated, Actionable Analytics for Continual Improvement**
  - CXP provides real-time analysis and reporting of caller behaviour, application performance and transaction completion to help improve ROI and eliminate caller frustrations

- **Deployment Flexibility**
  - Our solutions are available in hosted cloud, for implementation on your premises and for hybrid cloud deployments that take advantage of both deployment models

Key Components

**Tap into the Power of Mobile**

We enable extreme simplicity in the development, deployment, management and analytics of mobile customer service applications. Our comprehensive Application Lifecycle Management Suite helps companies take full advantage of the power and ubiquity of today’s mobile devices to improve customer loyalty, optimise service, reduce contact centre costs and gain competitive advantages.

**Location Intelligence and More**

Build apps that leverage the latest technologies to improve the customer experience. Our Location-Based Services make it easy to deliver highly targeted customer service and promotions. Click-to-Connect capabilities voice call (to an IVR or person) from within a text message, mobile browser or mobile app. And personalisation ensures self-service interactions are fine-tuned to customer preferences, behaviours and recent interactions.
Eliminate Technology Silos

With open standards and a unique design-once, deploy-anywhere architecture, we reduce the cost and effort of delivering great customer service anywhere, on any device. Companies can leverage their investment in technology, development, backend integrations and reporting across voice, text, mobile and social channels. The impact is a faster return on investment and a significantly lower total cost of ownership.

Our mobile-ready Unified Self-Service™ platform future-proofs investments with 100% standards adherence, unmatched innovation, a simplified, self-paced migration path to multi-channel customer engagement and complete deployment flexibility.

CXP Component Solutions

CXP Server - The Execution Engine
Supporting the generation of dynamic dialogues and interfaces, CXP Server enables highly scalable, carrier-grade deployment and management of personalised self service applications. Key features and benefits include:

- Design once, deploy anywhere architecture
- Dynamic personalisation to address customer preferences and streamline interactions
- Cluster management for large enterprises and service providers
- Multi-tenancy support: Operate one platform for multiple clients
- An SOA-based connector framework for seamless integration into existing IT infrastructure and backend systems
- Easy integration with third-party development and administration tools through CXP’s comprehensive web service interface
- Easily apply real-time changes to live services on IVR, text, and web channels with CXP Business User Interface
- Hotspot Analytics provides access to data on automation success rates, application usage, user navigation and the user experience
- One-click hot service redeployments and rollbacks
- SNMP traps and e-mail notifications to rapidly alert operations personnel to unexpected occurrences in an installation
- Services auto-adapt to new mark-up standards and IVR, ASR and TTS releases
- Natural Dialog Management ensures human-like, natural interaction
- Support for multi-modal and multi-channel applications spanning voice, text (SMS, USSD, IM), mobile web, video, social networks and Smartphone apps
- One-click portability across 32 leading IVR platforms, such as Aspect, Avaya, Cisco, Genesys, Holly, HP, Intervoice, Convergys, Nortel, Nuance, Syntellect, West and more
- The ability to simultaneously run CXP applications across multiple IVR platform providers

CXP Developer – Application Development and Monitoring
CXP Developer is the true multi-channel graphical development environment for creating, testing, deploying and monitoring multi-channel self-service applications. CXP uses an object-oriented approach for application development, which supports full reuse of individual objects (dialog steps) and modules, as well as entire applications. Key features and benefits include:

- Simplified service creation for technical and non-technical users
- Easy-to-use object library, no manual coding
- Reusable application building blocks and built-in best practices
- Integrated Grammar IDE
- Automatic documentation creation and document updates
- Integrated testing and debugging tools
- Easy and flexible tuning supported by call tracing, logging and reports
- Support for utterance recordings
- Centralised, role-based management
- Team collaboration, integrated project and version control
- Integrated management console for real-time monitoring, server and service management
- Tools for faster migration of legacy apps

CXP Analyser – Real-time Analysis and Reporting
CXP Analyser provides historical and real-time analysis (within 15 minutes) of key business, operational and application design data. Leveraging Infostore, the integrated statistics logging component of CXP Server, users can access live information through popular Business Intelligence software such as IBM Cognos, MicroStrategy and SAP BusinessObjects. The solution collects data on system usage, system and application performance, caller behaviour, task completion rates and voice recognition success. This information flows directly into the data
Prophecy IVR
Built on the core principles of simplicity and open standards, Prophecy simplifies development, speeds deployment and eases ongoing maintenance. Key features and benefits include:

- 100% VoiceXML compliant
- Comprehensive CCXML call control
- Flexible SIP-based telephony
- Full W3C standards support
- Audio prompt and Text-To-Speech (TTS) support
- Inbound and outbound IVR
- Built-in conferencing
- Built-in call recording
- More than 10-times the performance of other standards-based IVR and VRU platforms
- Lower total-cost-of-ownership (TCO) by reducing server count, installation complexity and ongoing maintenance
- Full-featured Provisioning API
- Web-based application and report management, real-time logger and debugger
- Dedicated account management and 24×7 tech support

CXP Hotspot Analytics extends performance data to the developer right inside the development environment, enabling changes based on production data that was previously only available in business user and administrator reports. Key features and benefits are:

- Real-time analysis with no load or transform steps
- Out-of-the-box real-time logging of service usage
- Comprehensive caller behaviour analysis
- Integrates standard business intelligence functionalities of common BI tools
- Extensible data model
- Over 60 pre-built reports for business analysts, developers and administrators
- Reports can be further tailored to meet your company’s requirements
- Works with IBM Cognos, MicroStrategy and SAP BusinessObjects

warehouse, eliminating time-consuming ETL (extract transform load) procedures that are typically required to migrate data and make it useful to your Business Intelligence solution. Key features and benefits are:

- Real-time analysis with no load or transform steps
- Out-of-the-box real-time logging of service usage
- Comprehensive caller behaviour analysis
- Leverages standard business intelligence functionalities of common BI tools
- CXP Hotspot Analytics extends performance data to the developer right inside the development environment, enabling changes based on production data that was previously only available in business user and administrator reports.
- Integration with Google Analytics for mobile web application usage insights
- Extensible data model
- Over 60 pre-built reports for business analysts, developers and administrators
- Reports can be further tailored to meet your company’s requirements
- Works with IBM Cognos, MicroStrategy and SAP BusinessObjects

About Aspect
Aspect is the only software company with a fully-integrated interaction and workforce optimisation platform for enterprise contact centres globally that need to profitably (and seamlessly) orchestrate people, processes and touch points in an era when the contact centre is the new centre of the customer experience. For more information, visit uk.aspect.com.